Ticket Sales Forecast: Clemson Stadium has a capacity of 81,500 seats), but 86,000 including if people stand up. I will sell basic tickets for 45 dollars, and 70 dollars for seats close to the field and sky-level seats.

Sponsorship and Advertising: For sponsor fulfillment, I'm budgeting $2,000 for branding and signage to provide our sponsors with maximum visibility. An additional $1,000 is reserved for fulfilling specific sponsor requests, ensuring their complete satisfaction with the event partnership.

Merchandise Sales: My event-themed merchandise is based on the “King of Carolina” theme. The range of my event-themed merchandise.

Concludes:

Apparel:

Custom Jerseys: Custom jerseys with "King of Carolina" branding, incorporating elements that represent both North and South Carolina, like state symbols or colors.

Hats and Caps: Offering a variety of styles, from snapbacks to beanies, featuring the tournament logo and the "King of Carolina" emblem.

Hoodies and Sweatshirts: Providing hoodies and sweatshirts for cooler evenings, with bold "King of Carolina" graphics and possibly customizable with names or numbers.

Accessories:

Wristbands and Bracelets: Silicone wristbands in tournament colors with the "King of Carolina" logo.

Pins and Badges: Collectible pins featuring different designs related to the tournament, the theme, and the participating teams.

Fan Gear:

Foam Fingers and Megaphones: Customized with "King of Carolina" slogans, these are perfect for cheering during the game.

Flags and Banners: Fans will love to show their support with team flags and "King of Carolina" banners.

Home and Lifestyle:

Coffee Mugs and Water Bottles: Essential everyday useful mugs and water bottles, with the "King of Carolina" logo making them a great souvenir.

Towels and Blankets: Beach towels or stadium blankets with thematic designs can be a hit, especially for families.

Technology Accessories:

Phone Cases: Cases for various phone models with the "King of Carolina" design.

USB Drives: Shaped like footballs or helmets with the tournament branding, these are useful and unique.

Collectibles:

Commemorative Coins or Medallions: These can be high-value items for collectors celebrating the annual event.

Limited-Edition Artwork: Collaborations with local artists to create posters or prints that capture the spirit of the tournament and the "King of Carolina" theme.

Interactive Merchandise:

Fantasy Football Kits: Related to the tournament, enabling fans to create their own "King of Carolina" fantasy leagues.

Augmented Reality Experiences: Offering merchandise that unlocks special AR content related to the tournament, like virtual meet-and-greets with players or historical tours of Carolina's football legacy.

Concessions Revenue: Bottled Waters: $2.00, Bottled Coke Products: $3.00, Hot Dogs: $2.00, Popcorn Tubs: $3.75, 22oz Fountain Drinks: $3.00, 32oz Fountain Drinks: $4.00, 44oz Fountain Drinks: $5.00, Burgers: $3.00, Nacho's: $4.00.

Broadcasting Rights: The event will be broadcasted, I will negotiate deals with primary broadcast channels that broadcast college football games such as ABC, CBS, NBC, FOX, ESPN, ESPN2, ESPNU, CBS Sports Network, FOX Sports 1 (FS1), ACC Network, Big Ten Network, Pac-12 Network, SEC, The CW, and the NFL Network. I will charge 45 dollars to access the streamed football game and split the profit with each individual broadcast channel. Which would sit me at 22 dollars and 5 cents for each purchase, not to mention the input of every broadcast channel I will be in business with.

Participation Fees: I will not have any participation fees. Due to the fact that I will not be having any of the college teams pay to play in the tournament.

Grants and Donations: I will be applying for donations from Clemson University’s new Division of Community, Engagement, Belonging, and Access (CEBA) foundation. As well

as local alumni that also contribute significantly to Clemson University specifically Jeffrey J. “JB” and Sara M. Brown, who have supported a variety of programs and projects for Clemson University before.